

Marketing: School Year _____
Travel and Tourism Operations
Course Code # 5003 Term: ____ Fall ____ Spring
1 Credit _____ **2-3 Credits** _____

Standards to be completed for 1 credit are identified by one asterisk (*). A work-based component for 2-3 credits is identified by two asterisks (**).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: 1 credit=33, with WBL=37	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will analyze career paths within the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Explore the employment opportunities in the travel and tourism industries			
1.2	Determine education and training requirements for career advancement in travel and tourism			
1.3	Analyze how employability skills enhance employment opportunities and job satisfaction			

***Standard 2.0 The student will distinguish the components of the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Explore the basic divisions of the travel and tourism industry			
2.2	Employ terminology used in the travel and tourism industry			
2.3	Interpret trends associated with the travel/tourism industry			
2.4	Summarize the historical development of the travel/tourism industry			
2.5	Assess the social and cultural effects of the travel/tourism industry			

***Standard 3.0 The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Understand how economic concepts are applied in a learning experience			
3.2	Assess the impact of events on the travel and tourism industry			
3.3	Explain the monetary value of tourism including local, state and federal tax revenues			
3.4	Understand the importance of facilities in attracting conventions and tourists			

***Standard 4.0 The student will explain the importance of the marketing strategies to the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Demonstrate familiarity with basic principles of travel, marketing and sales			
4.2	Apply the marketing mix as it relates to the travel and tourism industry			
4.3	Differentiate between the target markets for the travel and tourism industry			

***Standard 5.0 The student will explain the importance of understanding destinations in the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Categorize types of travel destinations and stopovers			
5.2	Analyze the psychological and motivational aspects of travel and tourism			
5.3	Discuss the special issues associated with international travel			
5.4	Identify markets for travel destinations			
5.5	Examine and locate major travel destinations			

****Standard 6.0 The student will apply human relations and communications skills required for the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Demonstrate the use of effective communication			
6.2	Evaluate the personality traits important to the travel and tourism industry			
6.3	Determine the value of ethical responsibilities in the travel and tourism industry			
6.4	Distinguish the critical aspects of business image as it relates to building permanent customer relationships			

***Standard 7.0 The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze the importance of technology and technical skills in travel and tourism			
7.2	Categorize the personnel responsibilities necessary for the travel and tourism industry			
7.3	Evaluate legal responsibilities, limitations and implications of actions within the travel and tourism industry			
7.4	Recognize the importance of safety and security precautions in the travel and tourism industry			

***Standard 8.0 The student will assess the development of organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Explain the value of student organizations as an integral part of the travel and tourism curriculum			
8.2	Apply leadership and organizational skills gained through the activities of the vocational student organization (DECA)			

***Standard 9.0 The student will demonstrate the integration of related subject matter to marketing applications.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Write formally in reports, narratives and essays			
9.2	Read and interpret technical manuals			
9.3	Design oral presentations			
9.4	Evaluate geographic, sociological and economical factors relating to the industry			
9.5	Apply algebraic formulas while solving problems			
9.6	Estimate probabilities and predict outcomes			
9.7	Read and interpret graphs, illustrating quantitative data			

Additional comments:
